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KTVL 10.1
CBS HD

KTVL 10.2
Southern Oregon CW

KTVL 10.3
CBS Standard Definition

Charter Cable 11
Southern Oregon CW

Charter Cable 780
KTVL CBS HD

March 20, 2008

Re: Comment in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233


To Whom It May Concern;

Here at television station KTVL, we are privileged to serve communities in Southern Oregon and Northern California. Our staff takes this responsibility very seriously, both in our news presentations and in our community service efforts.

In reviewing the report on "Broadcast Localism," I am in complete agreement in the need to be engaged with the community and to be responsive in meeting the needs of large and small constituencies in our service area. However, I strongly disagree with the suggestion that dedicating staff time to further document and report on these efforts somehow makes KTVL a better servant to the needs of the community. On the contrary, this redirection of resources will reduce the time that our staff can devote to the many relevant efforts that we undertake throughout the year. We are a small station with a small staff. Don't impede our ability to do what we do best by hamstringing our community efforts with onerous demands for excessive documentation.

Many of KTVL's staff-members volunteer at non-profit agencies and serve on volunteer boards. The feedback they get on the needs of the community becomes part of what we do in our newscasts and in our multitude of service efforts. As President of the United Way of Jackson County last year, I was exposed on a daily basis to the exceptional work that is done by non-profit organizations in our community. The leaders of these organizations went out of their way to express their appreciation of KTVL and the other area broadcasters who work to address our community's challenges; from the scourge of Meth abuse to homeless students living in poverty to protecting children from their abusers. Clearly the time spent on these and other societal challenges is much more productive than the superfluous efforts outlined in this document. Please allow broadcasters to continue to do what they do best.

Thank you for considering my concerns.


Kingsley Kelley
VP/General Manager